

INVOICE



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

Optima Media
 Attention: Accounts Payable
 3 Linwen Way
 Baltimore, MD 21236

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
1514283-1	08/28/16	August 2016	08/01/16 - 08/28/16

Property	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Bradshaw/R/Sheriff	BRADSHAW FOR SHERIFF	3515

Flight Dates	Order #	Alt Order #
08/23/16 - 08/30/16	1514283	08344949

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2
	300	347

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/26/16	08/26/16	F WPBF News 25 @ 11P	11-11:35PM	----1--	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	----1--	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	08/26/16	11:11 PM	F WPBF News 25 @ 11PM	11-11:35PM	:30	SRB200TVFLH	\$600.00 NM
2	08/26/16	08/26/16	WPBF News 25 @ Noon	12pm-1230pm	----1--	:30	1	\$265.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	----1--	1	\$265.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	08/26/16	12:26 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	SRB200TVFLH	\$265.00 NM
3	08/26/16	08/26/16	4:30a-5a	430a-5a	----1--	:30	1	\$105.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	----1--	1	\$105.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	08/26/16	4:40 AM	4:30a-5a	430a-5a	:30	SRB200TVFLH	\$105.00 NM
4	08/26/16	08/26/16	WPBF News 25 5-6:00am	5:00-6:00am	----1--	:30	1	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	----1--	1	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	08/26/16	4:59 AM	WPBF News 25 5-6:00am	5:00-6:00am	:30	SRB200TVFLH	\$175.00 NM
5	08/26/16	08/26/16	F 5pm News	5-6pm	----1--	:30	1	\$525.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	----1--	1	\$525.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	08/26/16	5:15 PM	F 5pm News	5-6pm	:30	SRB200TVFLH	\$525.00 NM
12	08/27/16	08/27/16	Sat 6pm News	6-630p	-----1-	:30	1	\$350.00	NM

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PO Box 26885
Lehigh Valley, PA 18002-6885

www.thewpbfchannel.com

Invoice #	Invoice Date	Invoice Month	Invoice Period
1514283-1	08/28/16	August 2016	08/01/16 - 08/28/16
Advertiser	Product	Estimate Number	
Bradshaw/R/Sheriff	BRADSHAW FOR SHERIFF	3515	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	-----1-	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	08/27/16	6:13 PM	Sat 6pm News	6-630p	:30	SRB200TVFLH	\$350.00 NM
13	08/27/16	08/27/16	Sat 6-7am News	Sat 6-7am	-----1-	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	-----1-	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	08/27/16	6:07 AM	Sat 6-7am News	Sat 6-7am	:30	SRB200TVFLH	\$225.00 NM
14	08/27/16	08/27/16	Sat 8-9am News	Sat 8-9am	-----1-	:30	1	\$265.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	-----1-	1	\$265.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	08/27/16	8:26 AM	Sat 8-9am News	Sat 8-9am	:30	SRB200TVFLH	\$265.00 NM
15	08/28/16	08/28/16	Sun 6pm News	6-630p	-----1	:30	1	\$425.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	-----1	1	\$425.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	08/28/16	6:26 PM	Sun 6pm News	6-630p	:30	SRB200TVFLH	\$425.00 NM
16	08/28/16	08/28/16	GMA Sunday 7-8am	Sun 7-8am	-----1	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	-----1	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	08/28/16	7:00 AM	GMA Sunday 7-8am	Sun 7-8am	:30	SRB200TVFLH	\$400.00 NM
17	08/28/16	08/28/16	Sun 8-9am News	Sun 8-9am	-----1	:30	1	\$265.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	-----1	1	\$265.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	08/28/16	8:59 AM	Sun 8-9am News	Sun 8-9am	:30	SRB200TVFLH	\$265.00 NM
18	08/25/16	08/25/16	WPBF News 25 @ Noon 12pm-1230pm		---1---	:30	1	\$265.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	---1---	1	\$265.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	08/25/16	12:08 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	SRB200TVFLH	\$265.00 NM
19	08/25/16	08/25/16	4:30a-5a	430a-5a	---1---	:30	1	\$105.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	---1---	1	\$105.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	08/25/16	4:40 AM	4:30a-5a	430a-5a	:30	SRB200TVFLH	\$105.00 NM
20	08/25/16	08/25/16	WPBF News 25 5-6:00am	5:00-6:00am	---1---	:30	1	\$175.00	NM

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Advertiser	Product	Estimate Number	
Bradshaw/R/Sheriff	BRADSHAW FOR SHERIFF	3515	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	---1---	1	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	08/25/16	4:58 AM	WPBF News 25 5-6:00am	5:00-6:00am	:30	SRB200TVFLH	\$175.00 NM
21	08/25/16	08/25/16	Th 5pm News	5-6pm	---1---	:30	1	\$525.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	---1---	1	\$525.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	08/25/16	5:45 PM	Th 5pm News	5-6pm	:30	SRB200TVFLH	\$525.00 NM
22	08/25/16	08/25/16	WPBF News 25 @ 6:00PM	6-6:30PM	---1---	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	---1---	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	08/25/16	6:29 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	SRB200TVFLH	\$600.00 NM
23	08/23/16	08/23/16	Tu WPBF News 25 @ 1111-11:35PM	11-11:35PM	-1-----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	-1-----	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	08/23/16	11:29 PM	Tu WPBF News 25 @ 11PM	11-11:35PM	:30	SRB200TVFLH	\$600.00 NM
24	08/23/16	08/23/16	WPBF News 25 @ Noon 12pm-1230pm	12pm-1230pm	-1-----	:30	1	\$265.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	-1-----	1	\$265.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	08/23/16	12:27 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	SRB200TVFLH	\$265.00 NM
25	08/23/16	08/30/16	4:30a-5a	430a-5a	-1-----	:30	1	\$105.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	-1-----	1	\$105.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	08/23/16	4:44 AM	4:30a-5a	430a-5a	:30	SRB200TVFLH	\$105.00 NM
26	08/23/16	08/30/16	WPBF News 25 5-6:00am	5:00-6:00am	-1-----	:30	1	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	-1-----	1	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	08/23/16	5:09 AM	WPBF News 25 5-6:00am	5:00-6:00am	:30	SRB200TVFLH	\$175.00 NM
27	08/23/16	08/23/16	M-F 5pm News	5-6pm	-1-----	:30	1	\$525.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	-1-----	1	\$525.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	08/23/16	5:15 PM	M-F 5pm News	5-6pm	:30	SRB200TVFLH	\$525.00 NM
28	08/23/16	08/23/16	WPBF News 25 @ 6:00PM	6-6:30PM	-1-----	:30	1	\$600.00	NM

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Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	-1-----	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	08/23/16	6:26 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	SRB200TVFLH	\$600.00 NM
29	08/24/16	08/24/16	W WPBF News 25 @ 11P	11-11:35PM	--1----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	--1----	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	08/24/16	11:30 PM	W WPBF News 25 @ 11PM	11-11:35PM	:30	SRB200TVFLH	\$600.00 NM
30	08/24/16	08/24/16	WPBF News 25 @ Noon	12pm-1230pm	--1----	:30	1	\$265.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	--1----	1	\$265.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	08/24/16	12:10 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	SRB200TVFLH	\$265.00 NM
31	08/24/16	08/24/16	4:30a-5a	430a-5a	--1----	:30	1	\$105.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	--1----	1	\$105.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	08/24/16	4:44 AM	4:30a-5a	430a-5a	:30	SRB200TVFLH	\$105.00 NM
32	08/24/16	08/24/16	WPBF News 25 5-6:00am	5:00-6:00am	--1----	:30	1	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	--1----	1	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	08/24/16	5:44 AM	WPBF News 25 5-6:00am	5:00-6:00am	:30	SRB200TVFLH	\$175.00 NM
33	08/24/16	08/24/16	W 5pm News	5-6pm	--1----	:30	1	\$525.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	--1----	1	\$525.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	08/24/16	5:15 PM	W 5pm News	5-6pm	:30	SRB200TVFLH	\$525.00 NM
34	08/24/16	08/24/16	WPBF News 25 @ 6:00PM	6-6:30PM	--1----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	--1----	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	08/24/16	6:23 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	SRB200TVFLH	\$600.00 NM
Total Spots						28			

Payment Terms 30 Days

Gross Total **\$9,810.00**

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<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
Bradshaw/R/Sheriff	BRADSHAW FOR SHERIFF	3515	

Agency Commission **\$1,471.50**

Net Amount Due **\$8,338.50**

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